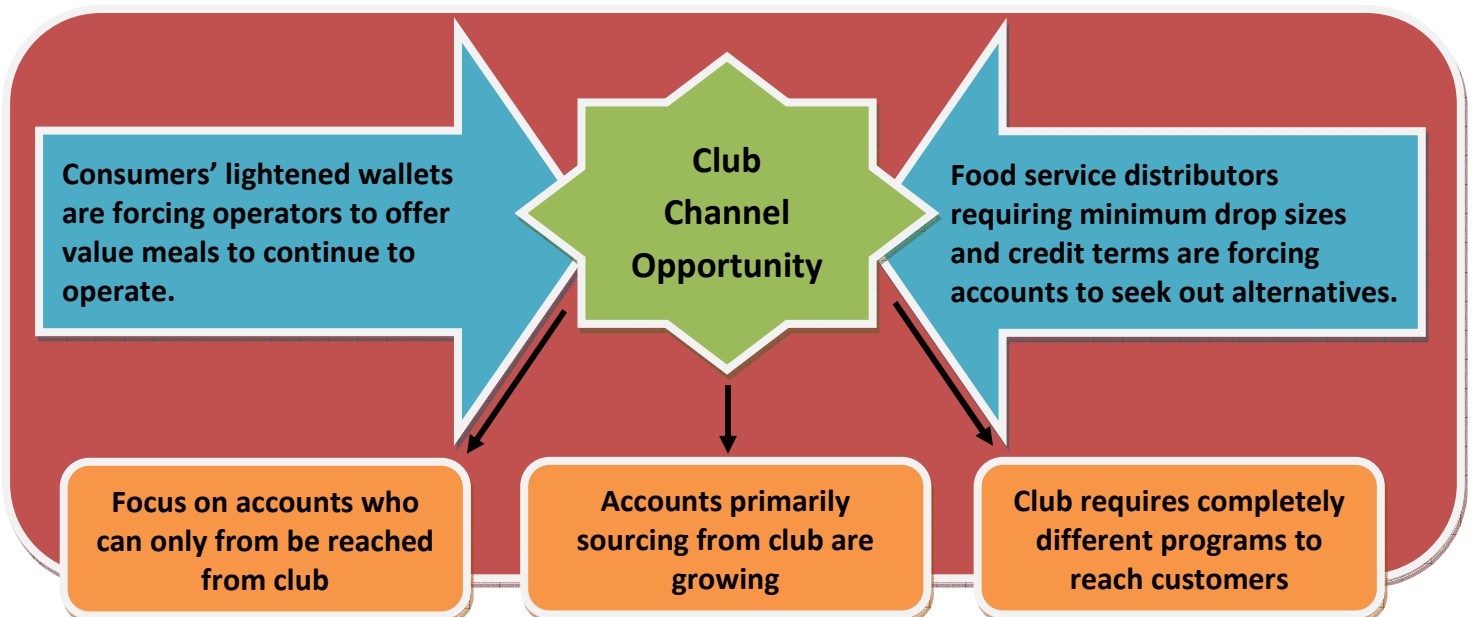
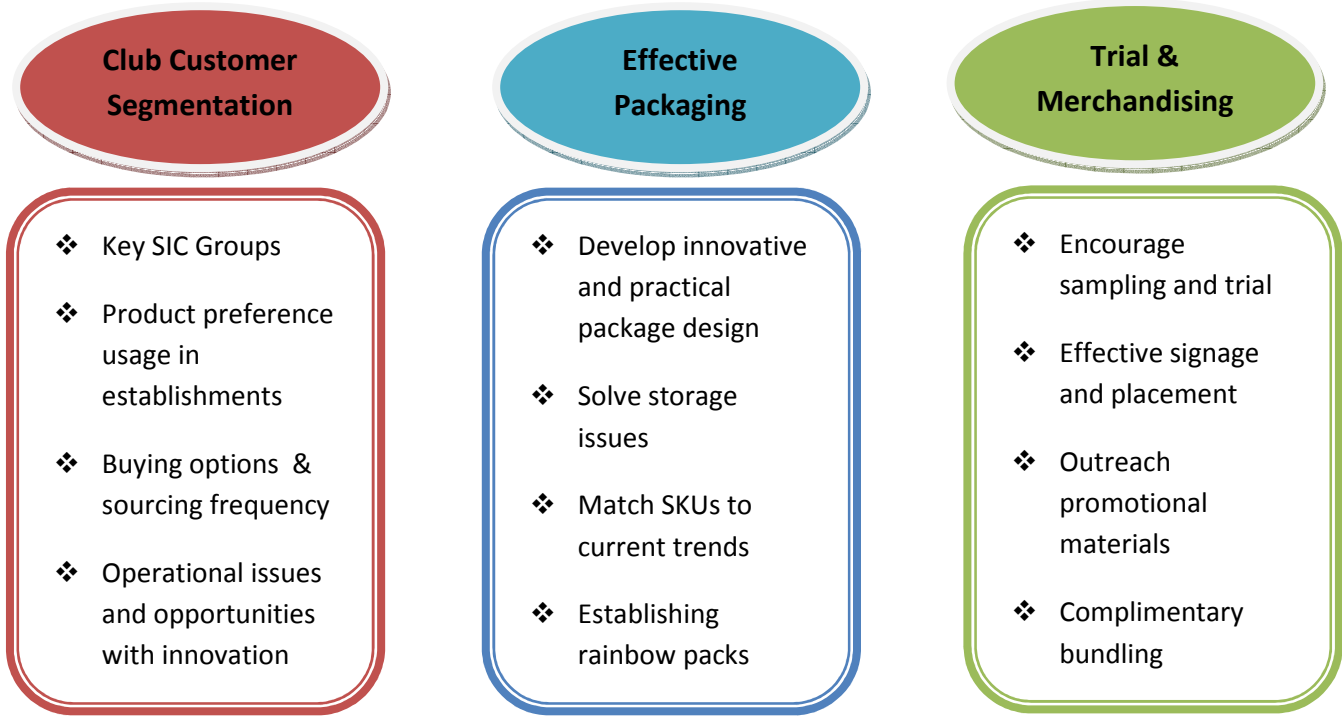


Club stores are an opportunity as restaurant entrepreneurs & c-store operators are moving away from sourcing from food service distributors.

- ❖ **Restaurant entrepreneurs & c-stores operators are facing pressures and are starting to source from club stores.**
 - Food service distributors are undergoing a triage of customers as order sizes drop and prices become constrained.
 - Club stores become the default option for many restaurants and c-stores.
- ❖ **Club stores have become an increasingly important channel to meet the needs of certain restaurant entrepreneurs and c-stores operators.**
 - Club stores offer the same essential products at lower prices and with fewer conditions.
 - For certain brands, club stores have become the primary route to market for restaurant entrepreneurs and independent c-store operators.



Brand owners can succeed in the club channel by adapting their product, packaging and merchandising to restaurateurs & operators.



Challenges

Our Experience

Club Customer Segmentation

- ❖ Auctive developed insights from restaurant club members to help brands create a selling strategy into club based on customer segmentation and category leakage.
- ❖ Auctive developed a profile of c-store buying behaviors from club stores and recommended ways to increase sales.

Effective Packaging

- ❖ Auctive identified the key package needs and preferences of restaurant chefs and club consumers. We used the information and insights from club members interviews and in club shop along as a basis for developing new packaging.

Trial & Merchandising

- ❖ Auctive quantified the current business opportunity at club stores to determine a brand's growth potential.
- ❖ Auctive gathered insights straight from restaurateurs on their sourcing to develop best practice promotional strategies to increase trial and adoption.